

RETAIL TRADE PROFILE FOR Council Bluffs

Trade statistics, business numbers, and sales data can provide insight for a variety of purposes, including decisions concerning expansion, relocation, marketing, government finance, and community development.

For the state of Iowa, per capita spending in 2003 totaled \$9,708. The state sales per firm were \$299,586.

Total Retail Sales

The table below reports taxable retail sales statistics for Council Bluffs.

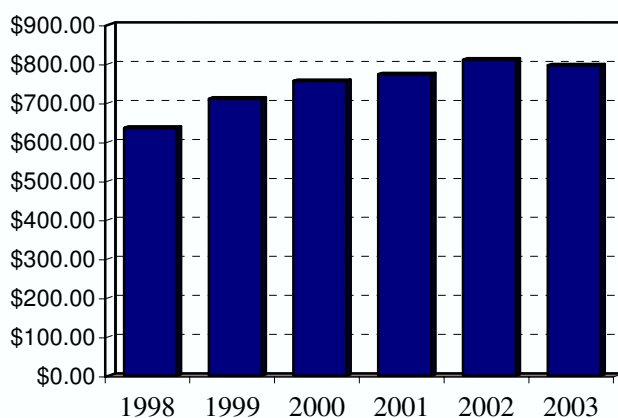
This table also includes the town pull factor which shows the relative strength of the retail sector in the town. The pull factor for a town is derived by dividing the town per capita retail sales by state per capita retail sales. Pull factors greater than 1 represent retail sector strength, while pull factors less than 1 indicate residents are shopping elsewhere.

1. Retail Sales

Council Bluffs

Fiscal Year	Total Retail Sales (\$mil)	Number of Retail Firms	Sales per Firm	Per Capita Sales	Pull Factor
1998	\$636.08	1,280	\$496,935	\$11,058	1.25
1999	\$710.80	1,278	\$556,181	\$12,278	1.33
2000	\$756.27	1,237	\$611,620	\$12,979	1.38
2001	\$773.73	1,255	\$616,764	\$13,279	1.37
2002	\$810.77	1,238	\$654,769	\$13,914	1.43
2003	\$796.71	1,224	\$650,910	\$13,587	1.39

Council Bluffs Total Retail Sales



Taxable retail sales in Council Bluffs increased 25.3% between fiscal years 1998 and 2003 while the number of firms fell 4.4%. Statewide, taxable retail sales increased 13.3% and the number of firms declined 10.2% during this time period.


For more information contact your...

Pottawattamie County Extension Education Director
PO Box 187
Oakland, IA 51560-0187

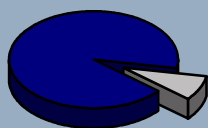
Phone: (712) 482-6449
Fax: (712) 482-6440

2. County Retail Trade, 2003

Pottawattamie County

	Population Estimate	Total Retail Sales (\$mil)	Number of Retail Firms	Sales per Firm	Per Capita Sales	Pull Factor
Council Bluffs	58,640	\$796.71	1,224	\$650,910	\$13,587	1.40
Avoca	1,588	\$16.27	68	\$238,322	\$10,243	1.06
Oakland	1,461	\$11.19	66	\$169,504	\$7,657	0.79
Carter Lake	3,288	\$11.13	61	\$183,904	\$3,384	0.35
Underwood	719	\$7.48	42	\$180,137	\$10,397	1.07
Walnut	859	\$6.24	55	\$112,931	\$7,264	0.75
Neola	823	\$3.71	33	\$111,481	\$4,504	0.46
Crescent	532	\$3.49	31	\$113,607	\$6,567	0.68
Treynor	934	\$3.05	25	\$124,397	\$3,263	0.34
Carson	657	\$2.09	33	\$63,874	\$3,184	0.33
Minden	563	\$1.58	24	\$66,523	\$2,806	0.29
Hancock	204	\$0.98	14	\$68,961	\$4,817	0.50

Total Retail Sales



■ Council Bluffs (91.6%)

□ Rest of Pottawattamie

A “surplus” indicates that trade is being pulled from beyond the town borders, whereas a “leakage” indicates that town residents are shopping elsewhere. Discrepancies between potential and actual sales occur for a variety of reasons. It is important for decision makers to consider their town's unique circumstances when interpreting these data.

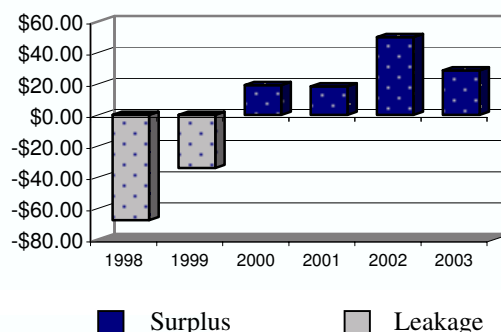
*Estimated; NA = not applicable

Note: Town data is only reported for towns with 10 or more businesses to protect business confidentiality. As a result, some towns may not appear in this table. For towns that straddle county lines, only the county's fraction of town sales are reported in this table.

Retail Trade Analysis

Potential sales is an estimate of the amount of money that could be spent on retail goods and services by residents of the town based on the town's income and population. Potential sales is calculated by multiplying the town population by the per capita sales for the state and adjusting for the town's income level (index of income). The “surplus” or “leakage” is calculated by taking the difference between potential sales and actual sales.

Surplus or Leakage of Retail Sales



3. Town Retail Trade Surplus or Leakage

Council Bluffs

Fiscal Year	Potential Sales (\$mil)	Actual Sales (\$mil)	Surplus or Leakage (\$mil)	Surplus or Leakage as a % of Potential Sales
1998	\$703.51	\$636.08	-\$67.43	-10%
1999	\$744.91	\$710.80	-\$34.11	-5%
2000	\$737.03	\$756.27	\$19.24	3%
2001	\$755.29	\$773.73	\$18.44	2%
2002	\$760.85	\$810.77	\$49.92	7%
2003	\$768.13	\$796.71	\$28.59	4%

Retail Sales by Merchandise Category

This table reports the town's retail sales by merchandise category. The Utilities, Miscellaneous and Motor Vehicles merchandise groups are not shown here, but are included in the Total Sales amount. If there are less than five businesses in a merchandise category, sales figures are not reported in order to protect business confidentiality.

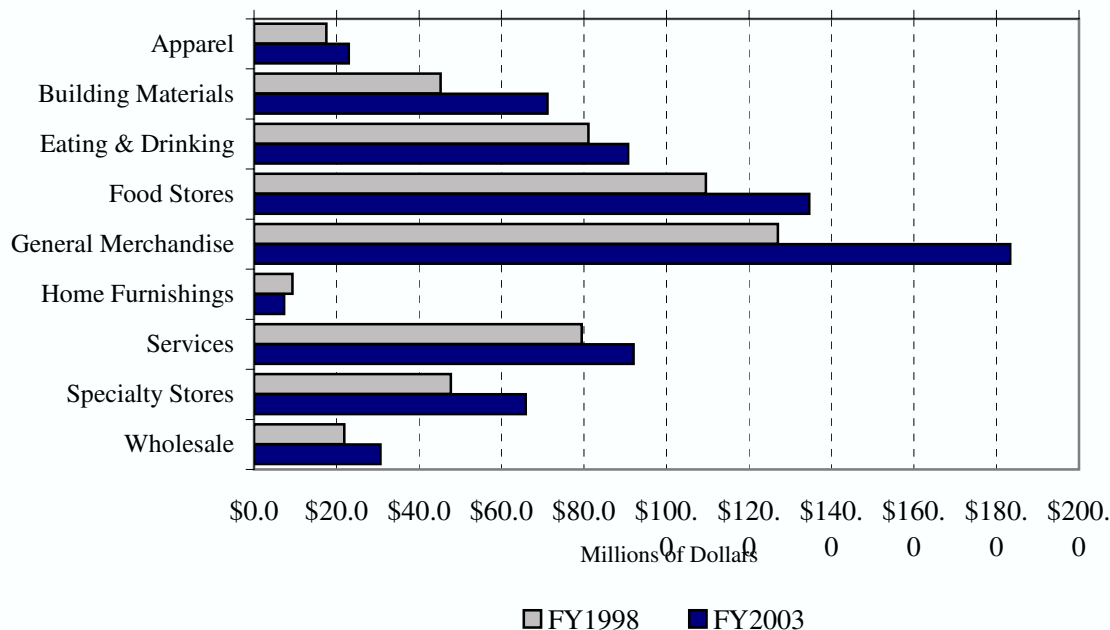
4. Retail Trade by Merchandise Category

Council Bluffs	1998			2003		
Merchandise Category	Number of Firms	Actual Sales (millions)	Percent of Total Sales	Number of Firms	Actual Sales (millions)	Percent of Total Sales
Apparel	34	\$17.57	2.8%	34	\$22.93	2.9%
Building Materials	22	\$45.19	7.1%	23	\$71.15	8.9%
Eating & Drinking	138	\$81.10	12.7%	126	\$90.67	11.4%
Food Stores	21	\$109.51	17.2%	28	\$134.60	16.9%
General Merchandise	39	\$127.02	20.0%	35	\$183.30	23.0%
Home Furnishings	35	\$9.31	1.5%	29	\$7.32	0.9%
Services	237	\$79.47	12.5%	228	\$92.03	11.6%
Specialty Stores	431	\$47.72	7.5%	423	\$65.89	8.3%
Wholesale	70	\$21.88	3.4%	61	\$30.65	3.8%
Total Sales	1280	\$636.08	100.0%	1224	\$796.71	100.0%

*NA means data are not available for this category.

Between fiscal years 1998 and 2003, sales in Council Bluffs's Building Materials category grew the fastest, increasing 57.4%.

Council Bluffs Retail Sales by Merchandise Category, FY1998 and FY2003



DEMOGRAPHIC PROFILE

Income

5. Household Income, 2000

Household income data are derived from the 2000 census. These data are pre-tax and include all sources of income (e.g., wages/salaries, Social Security, public assistance, etc.). Median household income represents the midpoint of income for all households in the town. The index of income measures the town's per household income relative to the state. For example, an index number of 110 indicates the town's per household income is 10 percent above the state average.

	Aggregate Household Income (\$000)	Median Household Income	Index of Income
Council Bluffs	\$1,041,540	\$36,221	0.93
Pottawattamie County	\$1,673,142	\$40,089	1.01
State	\$56,450,496	\$39,469	1.00

6. Income Distribution by Household, 2000

	Council Bluffs	Pottawattamie County	State
Less than \$15,000	16.0%	13.8%	14.9%
\$15,000 to \$34,999	32.2%	29.2%	29.0%
\$35,000 to \$44,999	28.9%	29.7%	29.2%
\$45,000 to \$59,999	17.5%	20.4%	19.6%
\$60,000 and over	5.3%	6.8%	7.3%

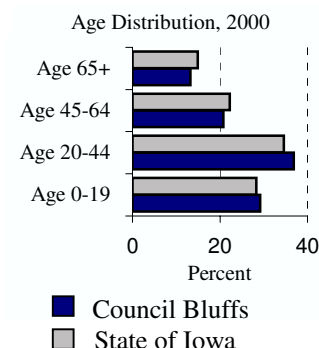
Compared to the state, Council Bluffs has a higher proportion of low income households (less than \$15,000 annual income) and a lower proportion of higher income households (\$60,000 and over).

Population

In 2000, Council Bluffs had 22,913 households and an average of 2.54 persons per household. There were 1.15 million households statewide with an average of 2.54 persons per household. Compared to the state, Council Bluffs had a higher proportion of young people (19 or younger) and a lower proportion of older people (age 65 +).

7. Age Distribution of Population, 2000

	Council Bluffs	Pottawattamie County	State
	%	%	%
Total	58,268	87,704	2,926,324
Age 0-19	16,986 29.2	25,382 28.9	827,983 28.3
Age 20-44	21,457 36.8	30,436 34.7	1,011,922 34.6
Age 45-64	12,113 20.8	19,914 22.7	650,206 22.2
Age 65+	7,712 13.2	11,972 13.7	436,213 14.9



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Information in this profile was derived from data acquired from:
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The Iowa Department of Revenue and Finance, and
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Sales & Marketing Management Magazine

For more information on these and other topics, please call the Extension office listed on the cover page or visit the ISU Office of Social and Economic Trends Analysis (SETA) site at:
<http://www.seta.iastate.edu>